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SOURCE

Newspaper and periodical as indicated.

CZECHOSLOVAK COOPERATIVES EXPAND

"ELEKTRA" ENTERPRISE TO HAVE 766 SALES OUTLETS -- Prague Ceskoslovensky Obchod, 15 Jan 50

The nine original stores of the "Elektra" state enterprise have developed into a dense network consisting of 450 sales outlets as of 31 December 1949. Each kraj has a kraj plant. The kraj plants also serve as central warehouses which supply merchandise to the individual sales outlets. Prague Kraj has two kraj plants, one for the right bank and the other for the left bank of the Vltava.

"Elektra" has been the exclusive distributor of some goods; other goods -for example, radio receiving sets -- are sold by other state enterprises or cooperatives as well. "Elektra" installs radio equipment in many factories and administration buildings.

The sales network will be increased to the optimum number of 766 sales outlets.

CONSUMER COOPERATIVE MOVEMENT GROWING -- Prague Hospodar, 1 Jun 50

The number of members of consumer cooperatives reached 1,802,038 in March 1950. The number of sales outlets reached 22,622, and the number of employees increased to 70,780. The total income was 3,797,000,000 crowns, that is, 2,107 crowns per member.

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